Nathalie Ellis

→ Tom Kean
→ Susan Jacobs

= Tom S.
= Ed G.

9/8/94

Lighthouse

2 stores → 2 – Markets

Issues

- will not be a real market test

Objectives — Consumer Research Project only

- Qualitative analysis of brand potential

- share, Trial-rates not applicable

Expectation of Learning

- Feedback Points of sale
  Packaging
  Product

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Source: https://www.industrydocuments.ucsf.edu/docs/hggn0004